

Cowlitz County
Quit Line Data Summary
 July 1 - September 30, 2002

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 60	N = 3,906
Percent of Statewide Calls	1.8%	100.0%
Percent of State Population in County¹	1.6%	100.0%
	<u>County %</u>	<u>State %</u>
Gender	N = 59	N = 3,543
Female	62.7%	61.4%
Male	37.3%	38.6%
Race/Ethnicity	N = 56	N = 2,967
People of Color	7.1%	15.6%
White	92.9%	84.4%
Age	N = 57	N = 3,091
Less than 18 years old	0.0%	2.0%
18 - 24 years old	19.3%	14.9%
25 - 34 years old	24.6%	22.9%
35 - 44 years old	29.8%	25.8%
45 years and older	26.3%	34.3%
Education	N = 57	N = 3,038
Did not graduate high school	21.1%	16.6%
High school graduate	31.6%	31.8%
Some college/vocational school	36.8%	38.6%
College graduate	10.5%	13.0%
Caller Type	N = 59	N = 3,409
General Information	5.1%	13.2%
Health care provider	0.0%	2.9%
Tobacco user	94.9%	83.9%
Payer Type	N = 37	N = 2,235
Insured	35.1%	43.4%
Uninsured	32.4%	23.8%
Medicaid	32.4%	32.7%
Heard About	N = 55	N = 2,881
Past caller	16.4%	17.4%
Employer/worksite	0.0%	0.7%
Health care provider	20.0%	19.6%
Television	38.2%	23.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	7.0%
Targeted mailing	0.0%	0.6%
Great Start	0.0%	0.3%
Radio	1.8%	1.9%
Newspaper/Magazine	1.8%	1.1%
Brochure/Newsletter	0.0%	4.9%
Family or friend	20.0%	18.8%
Health Department	1.8%	3.0%
School	0.0%	0.6%

Source: Washington State Department of Health
 Tobacco Prevention and Control
 Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.